

Members Present: Ted Cushing, County Supervisor, Finance
Guy Hansen, County Supervisor, Forestry
Dan Kuzlik, UW Extension
Ruth Goetz, Dept. of Tourism, North District
John Pfeifer, 2006 County Contractor
Sarah Fischer, MAVWACC
Kari Zambon, Pelican Chamber
Jodi Hanson, Rhinelander Chamber

Member Absent: Jennifer Gibson, Minocqua Resort Association
Diane Hapka, Three Lakes Chamber

Others Present: Joe Brauer, Airport Director
Shelby Anderson, Lakeland Times

1. CALL TO ORDER

Guy Hansen called the meeting to order at 9:00 a.m. at the UW—Extension Office, Oneida County Airport, Rhinelander, WI. He noted that the meeting was properly posted and noticed in accordance with the Wisconsin Open Meeting Law.

2. APPROVE AGENDA

It was moved by Cushing, seconded by Goetz, to approve the July 7, 2006 agenda. All “aye” on voice vote. Motion carried.

3. APPROVE JUNE 12, 2006 MEETING MINUTES

It was moved by Goetz, seconded by Fischer, to approve the June 12, 2006 minutes. All “aye” on voice vote. Motion carried.

4. RESTATE MAIN GOALS

Dan Kuzlik restated the main goals:

- a) Develop adequate resources from County / Grant opportunities.
- b) Identify leadership and coordination.
- c) “Brand Name” for Oneida County Tourism.
- d) Marketing administrator with a trained staff.

Ted Cushing stated that the goals should be looked at and structured into short term and long term categories (i.e. a and b could be short term and c and d long term). This would support Ruth Goetz’s “stepped” approach to implementing the program. He also pointed out that long term doesn’t mean 10-20 years from now. Joe Brauer pointed out that the lack of “accountability” is what led us to our current situation. Jodi Hanson said that there also needs to be “accountability” from the County.

**5. DEFINE THE PROPOSED ONEIDA COUNTY TOURISM PROMOTION
“PROGRAM” STRUCTURE, FUNCTION, AND FINANCING**

Guy Hansen presented his thoughts on a “plan”:

*Measurable goals / objectives

*Annual 1% growth in County share of State tourism expenditures. Target 2% by 2011.

The Committee then looked at the following figures showing the County's tourism dollars:

<u>YEAR</u>	<u>\$AMOUNT</u>	<u>% CHANGE</u>	<u>RANK</u>	<u>%STATE</u>	<u>TOTAL STATE \$</u>
00	194,706	+18.7	---	---	---
01	206,857	+ 6.2	---	---	---
02	209,507	+ 1.3	---	---	---
03	210,642	+ .05	15	1.80	---
04	208,639	- .09	---	---	11,781,228,501
05	212,008	+ 1.6	15	1.79	11,812,858,386 + .3

Guy felt it was very important, and all agreed, that we try to set measurable goals. Ruth said that we should consider tracking occupancy rates versus dollar goals as there were some changes in works at the State level and tracking occupancy rates would be more accurate. Ted, John, and Guy felt it would be very important to show dollar figures to the County Board for it would improve the chances of "selling" the new tourism plan. It was suggested that we consider a 1.0% increase in 2007, 1.5% in 2008, and 2.0% in 2009. The Committee then decided to relate measurable goals to the County's sales tax receipts and use occupancy rate tracking in the future. John agreed to "crunch" numbers and have them ready for our final meeting.

County Chamber or Tourism Council

- *Made up of 6(?) County chambers
- *UW—Extension CNRD agent is secretary
- *Contribution by each chamber (\$1,500?)
- *Meet quarterly

The Committee decided that the new chamber should be structured as follows:

- a) Name: Oneida County Tourism Council
- b) Made up of 8 member chambers: Rhinelander, MAVWAC, Pelican Chamber, Town of Pelican, Three Lakes, Hazelhurst, Lake Tomahawk, Tomahawk. In addition there would be three County Board Supervisors appointed by the County Board Chair. UW—Extension CNRD agent would be the facilitator.
- c) Contributions by each chamber would range from \$500 to \$1,500 depending on size.
- d) The Council would meet a minimum of 6 times per year and as often as necessary in the beginning to get "up and running".

Guy pointed out that the "new" old by-laws looked good with the possibility of a few changes (see attached).

Increased County funding

- *\$50,000--\$100,000
- *Maintain \$30,000--\$35,000 administration costs (?)

It was agreed that we would ask that the tourism budget be increased to \$100,000 and that administration costs would be set by the bidding process and not to exceed 30% of the budget.

Contract with professional provider for:

- *Marketing Plan Implementation
- *Ad Placement

- *Website
- *County Travel Planner / Destination Guide

Committee agreed to the above.

ITBEC (International Trade, Business, and Economic Development Council)

- *Attendance and participation
- *Potential funding

Committee agreed to the above.

It was pointed out that “accountability” be stressed at both the new OCTC and at the County Committee of jurisdiction.

6. ONEIDA COUNTY TOURISM PROGRAM “MARKETING PLAN”

Ruth Goetz presented the marketing plan as developed by the “special committee” that met on June 28, 2006. There was discussion with changes made per the attached handout.

7. Set date, time, location, and topics for next meeting.

The next meeting will be held August 4, 2006 at 10:00 a.m. at the UW—Extension Office at the airport.

Topics for discussion to include:

- Review Revised Program Structure
- Review Revised Marketing Plan
- Review Revised Measurable Goals

8. ADJOURN.

It was moved by Cushing, seconded by Fischer, to adjourn the meeting. All “aye” on voice vote. Motion carried.

Chairman, Guy Hansen

Ted Cushing, Recording Secretary